

## News Café appoints Cross Colours

News Café, the seven-year-old food and beverage brand has appointed through the line Johannesburg-based creative agency Cross Colours.

News Café, which set the trend for versatile breakfast-to-bedtime lifestyle destinations, has recently opened its 31st store and will open two more early in the new year. The stores are predominantly in sub-Saharan Africa, including Botswana and Zimbabwe.

As a full-service agency, Cross Colours employs 19 staff, and supports a small London office. They have won several top awards including those from the London International and New York Festivals and the Loeries. While the entire agency will be involved, core servicing of the News Café account will be handled by Client Service Director Jeanne Walters.

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